



GOVERNOR'S

**20
21 | SMALL
BUSINESS**
WEBINAR SERIES

Start a Business in Texas

Small Business Assistance Team



May 13, 2021

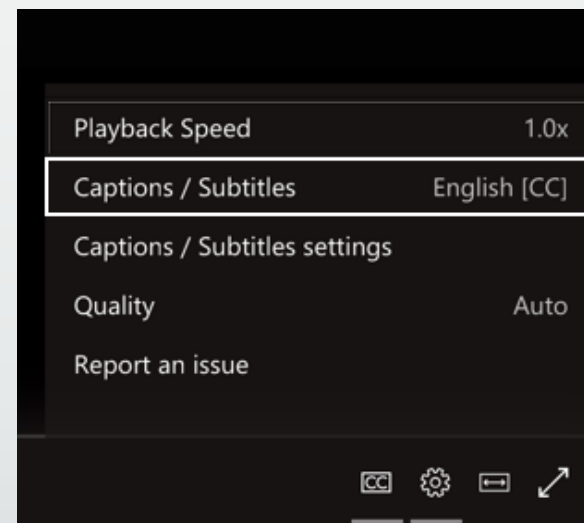


**OFFICE OF THE
GOVERNOR**

ECONOMIC DEVELOPMENT & TOURISM

ACCOMMODATIONS NOTICE

- The streaming text link will be posted in the “Featured” feed; cut and paste into your browser to access <https://tcc.1capapp.com/event/gov2/>
- This webinar offers live captioning and subtitles in English, Spanish, Chinese (Traditional & Hong Kong S.A.R.), Arabic, French, and Vietnamese
- To turn on live captions and subtitles, select **Captions/Subtitles On**  in your video controls
- To change the caption language, select **Settings**  > **Captions / Subtitles**, and choose your language
- **Transcripts are available within 48 hours from our events page at** <https://gov.texas.gov/business/page/small-business-events>



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What Do You Think?

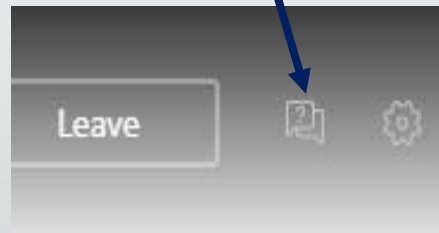
Please like one of these statements, in the Featured Feed:

I am thinking about starting a business

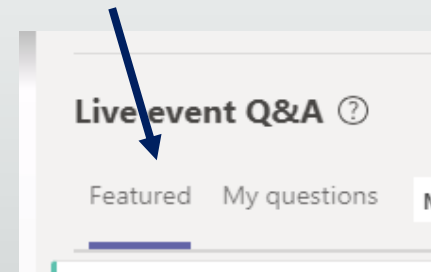
OR

I have already started

Live Q&A Feed (upper right of screen):



"Featured" Feed Tab:





Adriana Cruz

**Executive Director
Economic Development & Tourism
Office of the Governor**



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What Do You Think?

Please like one of these statements, in the Featured Feed:

I have a business plan

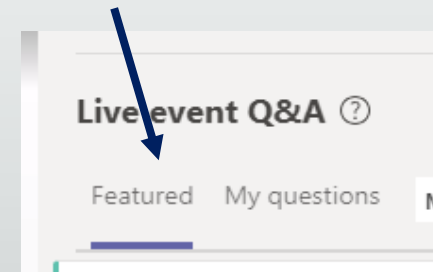
OR

I do not have a business plan

Live Q&A Feed (upper right of screen):



"Featured" Feed Tab:





Texas Awards & Accolades



Texas ranked as the No. 1 State for Business for the 15th consecutive year



WalletHub named Texas the 2019 Best State to Start a Business in the nation



Texas was named the Best State for Women Entrepreneurs in 2019 by Fit Small Business



Texas is No. 1 for jobs created by veterans and veteran women business owners

Thumbtack

Texas was rated "A" for Small Business Friendliness by Thumbtack.com in 2019



Texas was the #1 state for jobs created by African American, Hispanic and Veteran women business owners



PANELISTS



Mary Helen Aldeis

Director

Women's Business Border Center, El Paso



Jessica Garcia

Tax Compliance Specialist

Texas Comptroller of Public Accounts



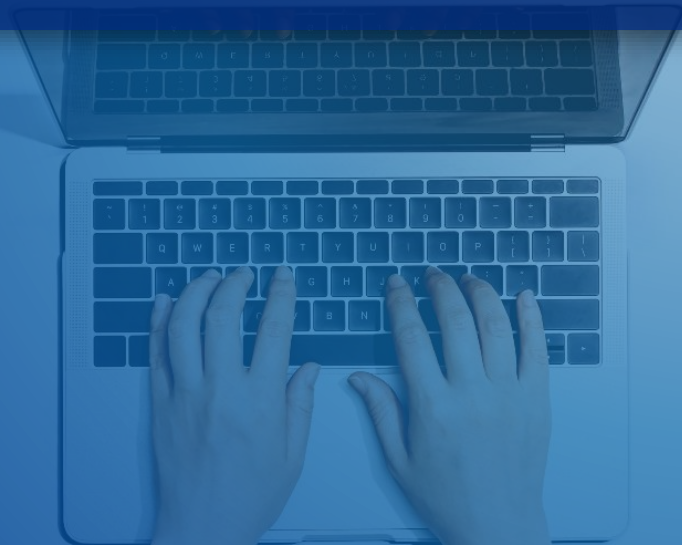
Sonia Galliard

Business Permit Specialist

Office of the Governor

The background of the top half of the image is a dark blue field filled with a network of white dotted lines. At various points along these lines are circular icons containing a question mark. A white silhouette of the state of Texas is positioned centrally, overlapping the largest question mark icon. The overall theme is one of inquiry and research.

PANEL QUESTIONS





Frequently Asked Questions:

1. When starting out, how do you decide whether you should be a sole trader/self employed or set up an LLC?
2. What steps do people need to take to establish either of these business structures?
3. How important is a business plan? Where can I find templates or examples of a format I could use?



Frequently Asked Questions:

4. What are the main taxes I need to register for and how do I register?
When/how often do I need to pay these taxes?
5. If I sell to customers out-of-state do I need to return Sales tax in Texas on this?
6. How do I manage sales tax for my online sales (incl. outside of Texas)?



Live Q&A - Please ask questions.....

LIVE Q&A NOW OPEN

- The live Q&A feed is now open...
- Watch the “Featured” or “Published” live Q&A feed
- Check if your question has already been asked
- “Like” the questions you would like answered
- Questions with the most “likes” will be prioritized

Unfortunately we may not get to all questions...



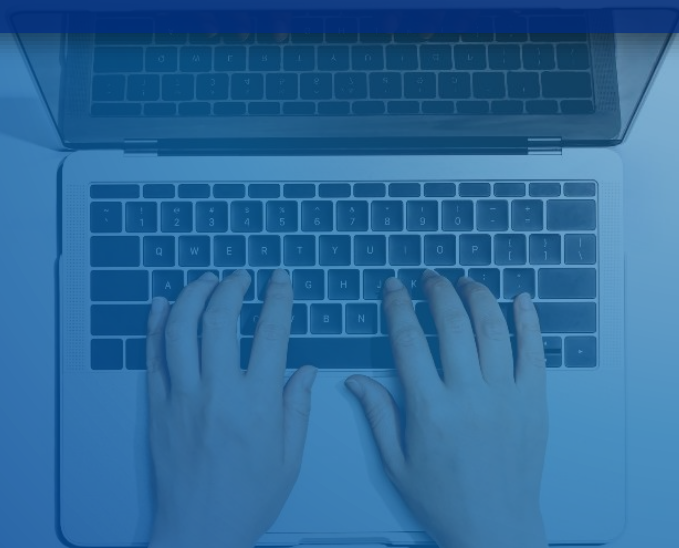
Frequently Asked Questions:

LIVE Q&A NOW OPEN

7. Do I need a general business license in Texas?
8. How do I determine what permits or licenses my business needs to operate in Texas?



LIVE QUESTIONS & ANSWERS





NEW!! Small Business Resource Portal



The Governor's
Small Business
Resource Portal

<https://gov.texas.gov/business/page/small-business-portal>

- Provides links to key resources for small businesses and start-ups
 - Local, state and federal resources
 - Business Advice & Growth Assistance
 - Funding Sources, Customized Resources
- Just answer 5 simple questions to customize your results
- Email them to yourself or print



Contact Information & Resources

The Governor's Small Business Assistance Contacts & Resources



- Governor's Small Business Assistance Team
(smallbusiness@gov.texas.gov)
 - Kelly Spillane, Small Business Advocate
 - Jarvis Brewer, Business Assistance Specialist
 - Kimberly Rodriguez, Business Assistance Specialist
- Small Business Resource Portal link
- <https://gov.texas.gov/business/page/small-business-portal>
- Start a Business in Texas
- <https://gov.texas.gov/business/page/start-a-business>
- Business Permits Office & Guide
<https://gov.texas.gov/business/page/business-permits-office>
- Governor's Small Business Webinar series
<https://gov.texas.gov/business/page/small-business-webinars>
Transcripts and slides available here within 48 hours
- Event Calendar: gov.texas.gov/business/events



Contact Information & Resources

Texas Comptroller: <https://comptroller.texas.gov>.

- [Sales and Use Tax](#) pages or call 800-252-5555
- [Franchise Tax](#) pages or call 800-252-1381
- [Texas Tax Help](#) pages
- comptroller.texas.gov/taxes/faqs/tax-help.php for FAQs
- [Tax Training Resources](#) for other helpful resources

Secretary of State's Office (Start a Business) <https://www.sos.state.tx.us/corp/business-startup.shtml>

Find your local SBDC: <https://americassbdc.org/small-business-consulting-and-training/find-your-sbdc/>

Women's Business Center Finder: <https://www.sba.gov/local-assistance/find?type=Women%27s%20Business%20Center&pageNumber=1>

SBA Lender Match: <https://www.sba.gov/funding-programs/loans/lender-match>

Find your nearest CDFI <https://ofn.org/cdfi-locator>

Find your local SCORE office <https://www.score.org/find-location>



Business Plan Resources

Format

- Traditional
- Executive Summary
- Business Model Canvas
- Pitch Deck

Content

- Concept – high level, problem, solution
- Market Research - customers, competition
- Operations – business model, details
- Team – key personnel and advisors
- Financial – uses of startup funds, projections

Business Plan Examples

https://www.bplans.com/sample_business_plans.php

<https://blog.hubspot.com/marketing/sample-business-plans>

<https://www.inc.com/larry-kim/where-to-find-hundreds-of-business-plan-examples.html>

<https://piktochart.com/blog/startup-pitch-decks-what-you-can-learn/>

<https://founderco.org/blog/how-to-use-the-business-model-canvas-examples>

Business Plan Templates

<https://www.slideshare.net/PitchDeckCoach/sequoia-capital-pitchdecktemplate>

<https://corporatefinanceinstitute.com/resources/knowledge/strategy/business-model-canvas-template/>

<https://www.sba.gov/business-guide/plan-your-business/write-your-business-plan>

<https://www.canva.com/templates/search/pitch-deck-presentations/>

THANK YOU



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